

*Working together is success.*

— Henry Ford



Town of Exeter  
New Hampshire

April 19, 2014

**Primex**<sup>3</sup>  
NH Public Risk Management Exchange

Center for  
**Public Sector**  
Advancement

Promoting Excellence in the Public Sector



## Purpose and Intended Result of the Session

The purpose of the session was for the Board and Town Manager to come together to lay the horizon for the Town and establish goals and strategies that will help guide the Town over the next twelve (12) months.

## Participants

**Julie Gilman**, Chairman

**Dan Chartrand**, Vice-Chairman

**Anne Surman**, Clerk

**Nancy Belanger**, Board of Selectmen

**Donald Clement**, Board of Selectmen

**Russ Dean**, Town Manager

*The exercise was facilitated by:*

**Rick Alpers**, Member Services Consultant, Primex<sup>3</sup>

**Danielle Krause**, Administrative Assistant, Primex<sup>3</sup>

## 2013 Goal Review Discussion

The session began with the Board of Selectmen and Town Manager reviewing the successful goals for 2013 and to identify any goals to continue working on along with the goals identified for 2014.

- Facilities plan – Goal Achieved (approved at Town Meeting)
- Communication and Technology improvements
- Housing and Development
- Population Growth
- Transportation
- Natural Resources
- Economic Development – Goal Achieved (approved at Town Meeting)
- 2014 Budget
- Natural Resources

## All Board Meeting - Goal Achieved

In 2013, the Board of Selectmen, held an all boards meeting for the Town of Exeter and will be holding a second meeting on May 21, 2014. The Board of Selectmen and Town Manager were asked the following questions.

- What was the focus of last year's meeting?
- What is the focus of this year's meeting?

The focus of the 2013 all boards meeting was a meet and greet, and a review of regulations and process. Below are the topics to discuss for the upcoming all boards meeting.

### Topics to Discuss

- Regulations vs. Development
- True road map for permitting (what are the steps?)
- Board of Selectmen and Planning Board
  - ✓ Discussion on TRC process
- Education of roles for all Boards
- What is the vision for the Town of Exeter?
- Master Plan update
- Zoning Regulations review

### Steps for TRC as of Current Day

1. Idea and intake meeting (potential meeting with Economic Development Director)
2. Project Review (internal meeting to review zoning)
3. Application to land use boards
4. TRC
5. Informal consult of planning board
6. TRC - work session with planning board

## Economic Development Position

The Board of Selectmen and Town Manager discussed what the goals should be for this position day 1. The Board of Selectmen and Town Manager, agreed to have the position be the Economic Development Administrator instead of a Director. The following goals were discussed for this position.

### Economic Development Position Goals

- Outreach and introduction to existing businesses
- Initial Developer intake for businesses
- Commercial growth (non-residential)
- Downtown Czar (related growth)
- Liaison of revitalization efforts
- Bring business community together

## Top 2-3 Priorities

### *Julie Gilman*

1. Education of roles for all Boards and Commission members
2. Master Plan Update
3. Process of Economic Development Administrator into TRC

### *Dan Chartrand*

1. Overall plan for the Downtown Revitalization
2. Balancing vision of land use policy
3. Regionalization (specific and comprehensive)

### *Don Clement*

1. Stadium Well (Philips Exeter Academy)
2. Waste Water Municipal Agreement
3. Operations efficiency study

### *Anne Surman*

1. Great Dam Removal
2. Communication amongst town officials and boards
3. Commercial and light industrial development

### *Nancy Belanger*

1. Economic Development Administrator
2. Master Plan Update
3. Affordable housing analysis

### *Russ Dean*

1. Organizational Alignment
2. Execution of Projects
3. Economic Development Administrator

## Top 2014 Goals

The Board of Selectmen and the Town Manager identified the top goals for the Town of Exeter and to develop a work plan. The goals and deadline for an update or completion are listed below.

**Goal #1:** Lead the update of the Master Plan with pro-development strategies and the following chapters to be reviewed and updated.

Chapter 1

Chapter 2 and add economic development chapter

**Deadline:** March 2015

**Goal #2:** Develop strategies to diversify tax base

**Deadline:** October 2014

**Goal #3:** Review current land use rules and process to ensure efficiency and ease

**Outcomes:** Changes, improvement, recommendations and joint meeting with boards

**Deadline:** March 2015

#### **Goal #4: Organizational Alignment**

##### **Outcomes:**

- ✓ Review the efficiency of delivery of services
- ✓ Classification of non-union employees
- ✓ Grants

**Deadline:** June 2014

#### **Goal #5: Project Execution**

- ✓ Stadium Well
- ✓ Great Dam removal
- ✓ Downtown Revitalization (Draft Charge May 2014 2nd meeting)
- ✓ Waste Water Municipal Agreement
- ✓ Groundwater Plant
- ✓ Organizational Alignment
- ✓ Housing Analysis

Thank you again for the opportunity to participate in this process. Primex<sup>3</sup> appreciates the opportunity to provide assistance to members with goal setting, and to help governing bodies create a vision for their communities and paths to achieve those visions. A forward-looking community that is deliberate and disciplined in accomplishing its goals illustrates how “good management is good risk management.”

Center for  
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